

Chinook's Edge School Division Visioning Project

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Chinook's Edge Visioning Project – Communication Plan

Goals: To promote the process and goals of the CESD Visioning Project and to facilitate strategies that ensure effective participation throughout the process, to successfully reach the goal of defining and adopting a renewed vision for Chinook's Edge.

Objectives: To engage effective participation throughout the process and to ensure support of the final vision/mission statement.

Audiences: Guiding Coalition members, Chinook's Edge employees, Board of Education, students of Chinook's Edge and their parents, community residents.

Strategies:

- 1) Create communication structures to facilitate the channels necessary to reach various audiences.
 - a. Public Wiki – 'CESDvisioning.wikispaces.com/' has been created and, once this wiki goes live, will be accessible by the general public from the Chinook's Edge homepage at www.chinooksedge.ab.ca. This public wiki houses the following content, which will be continuously updated:
 - i. General Information – Q & A, Names of Guiding Coalition members, media releases, notes from public consultation, information on upcoming events (town hall meetings, information open house events, etc)
 - ii. Project documents – Charter, Work Plan
 - iii. Guiding Coalition Meeting Agendas
 - iv. Related Research
 - v. Invitation for written public input – Surveys, emails
 - vi. Contact information
 - b. Private Wiki – Guiding Coalition members can access a private site from the public wiki. Portions of this will be moved to the public side as the process proceeds. This 'working' side of the Wiki will house a discussion board, meeting notes, planning documents such as checklists, minutes, action log, etc.
- 2) Develop an awareness campaign.
 - a. Media Releases – launch the Visioning Project as a news item to reach media in communities throughout our division. Media releases are also sent to all schools and highlighted on the division website, creating maximum exposure to launch the project and to provide news updates as warranted.

- b. Ongoing promotion – photos and updates on the corporate website, invitations to continue visiting the public wiki, updates in monthly school newsletters, feature in the spring 2011 Chinook's Edge Advantage newspaper which is circulated to all Chinook's Edge families, presentations at Parent-School Council Meetings, advertisements where necessary.
 - c. Events – Host town hall meetings and information open houses periodically, as the need is identified, and highlight the visioning project as the topic for the 2011 annual Board of Education Public Consultation events. Updates will be provided for staff at regularly scheduled meetings, such as the Central Office Leadership Team weekly meetings, Superintendent's Advisory Team bi-monthly meetings, the ADCOS all-principal's monthly meeting, and division office staff meetings.
 - d. Develop ambassadors – Ensure each Guiding Coalition member understands their role as ambassador of the visioning project. Develop and refine key messages so they are prepared to answer questions in their community and to share updates with their own school staff.
- 3) Support the Guiding Coalition's communication channels, which will provide structure and process to ensure the visioning project evolves clearly and effectively and reaches its goals successfully.

Evaluation:

- Guiding Coalition members are able to continually access information updates and are equipped with updated key messages throughout the process. The members will be invited to provide ongoing input into communication successes and needs at each meeting.
- Incremental evaluation reports will be compiled by information gathered through the Wiki, at public events, and other means of public comment as they arrive (email, letters to the superintendent, etc).
- Two public surveys will be held: one halfway through the visioning project and one at its conclusion, to determine the level of public awareness both of the process and of the renewed vision. These will be disseminated through school newsletters, the division website and the spring 2011 Chinook's Edge Advantage newspaper.